

# Course Outline

## Wedding & Event Planning

In as little as four months you can be ready to start making money as a Wedding & Event Planner.

You get everything you need to know in easy-to-understand lessons that take you step by step from the basics of Event Details, Speakers, Sponsors and Teamwork, Fundraising Events, through Religious Ceremonies and Writing a Business Plan. This outline gives you a preview of what you will learn.



### UNIT 1

#### Welcome to the World of Wedding and Event Planning

Learn exactly what each kind of planner does and what salaries wedding and event planners may expect.

#### Today's Wedding and Event Planner

Learn about being behind the scenes of special events such as weddings, benefits, community celebrations and conventions. Also how the event planner spends a typical day.

#### Kick-Off Your Event Planning

Review the important role of the event planner in fulfilling the client's vision. Learn the important questions to ask in an initial client interview and how to explain your services.

#### Managing Your Clients' Resources

This lesson shows you what items to consider as you help your client draw up a budget and how to cut costs. You'll also learn who traditionally pays for which wedding elements.

#### Event Details—Private and Corporate Events

Explore what specifics to consider for corporate events, parties, banquets, benefits, fundraisers, community events, conventions, conferences and trade shows.

#### Speakers, Sponsors and Teamwork

Learn how to make decisions about speakers, special guests and entertainment for various types of events. Also how to get sponsors, market the event and the event planner's role.

#### Also Included

- Wedding and Event Planner Interview CD

### UNIT 2

#### Gratuities, Courtesies, Codes and Laws

The legal matters that will help you be a more effective event planner, such as hospitality law, labor unions, tips, liability and Health Department regulations.

#### Show Me the Money—Fundraising Events

Learn the steps for planning a benefit for a local nonprofit organization and then put what you've learned into practice!

#### Let's Get Together—Community Events

Steps for planning a community event, practice what you have learned by planning an event with its own theme.

#### Break out the Champagne—Engagement Parties

The different styles of engagement announcements and how they should be used. Help your clients organize engagement parties and what advice to give them about rings.

#### Wedding Bells are Ringing—Plan a Wedding

Early stages of planning a wedding, conducting the initial interview, explaining your services to establishing the who, what, when and where of the big day.

#### Plan Wedding-Related Events

How to plan showers, other pre-wedding parties, a wedding rehearsal and a post-wedding brunch. Learn the role of the wedding planner during these events.

### UNIT 3

#### Picture Perfect Details...

Discover how to handle the many details that make each wedding special, including invitations and other printed matter, clothing, flowers, music, photography and food.

#### Here Comes the Bride—Plan the Wedding Ceremony

Familiarize yourself with various types of wedding ceremonies, from different religious ceremonies to weddings with a special theme. Learn how to help your bride and groom customize their ceremony.

#### Eat, Drink and Be Merry—Plan the Reception

Learn how to choose a site for the reception, work with site managers and coordinate details such as decorations, music, seating, liquor and the wedding cake.

#### Formal Religious Ceremonies

Learn about each stage of planning a formal religious ceremony and then put what you've learned into practice by planning a similar wedding yourself.

#### Special Circumstances

Learn about remarriage, divorced parents and renewal of vows. Learn about the legal matters involved in prenuptial agreements, living trusts, name changes, marriage licenses and protection of children's interests.

#### Also Included

- Wedding Invitation Sampler Kit
- Wedding Flashcards
- Wedding Music Sample CD

### UNIT 4

#### Get Me to the Church on Time—Coordinate the Wedding and Reception

The role the planner plays on the day of the wedding. How to handle the different parts of the ceremony, work with photographers, what to do during the reception and what to do when problems arise.

#### "Just Married!"—Planning Honeymoons

Learn to help your clients plan their honeymoon, from helping them choose a location and arranging transportation to providing useful travel tips.

#### Write a Business Plan

This lesson will help you develop a successful plan for your wedding and event planning business. You will establish your goals and estimate your start-up costs and cash flow.

#### Set Fees and Write Contracts

Different ways to set your fees, estimate costs and determine profit margins. Learn how to write an effective client contract and how to customize the contract to specific situations.

### UNIT 5

#### Marketing Your Business

Discover proven techniques to spotlight your business in the public eye. Evaluate advertising methods and create marketing materials. Discover how to network and offer services to attract new clients.

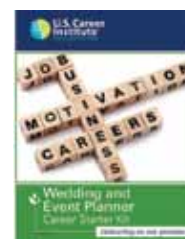
#### Bookkeeping, Recordkeeping and Legal Issues

Learn how to take care of the nitty-gritty details of bookkeeping, recordkeeping, taxes, permits and insurance in order to make sure your business runs smoothly.

#### Put It All Together

Use what you know about wedding and event planning for a real-world scenario. You'll also learn how to start your own Wedding and Event Planner business.

### Career Starter Guide



A U.S. Career Institute exclusive! The Career Starter Guide will give you step-by-step guidance in getting your first job. You'll learn how to create the best résumé for yourself...how to write a letter of inquiry...how to perfect your interview skills and much more.

Ensure your success and enrich your program by enrolling today in the Enhanced Version! Receive extra supplements and tools that help jumpstart your career! Contact us at 1-800-528-7907 for more information.



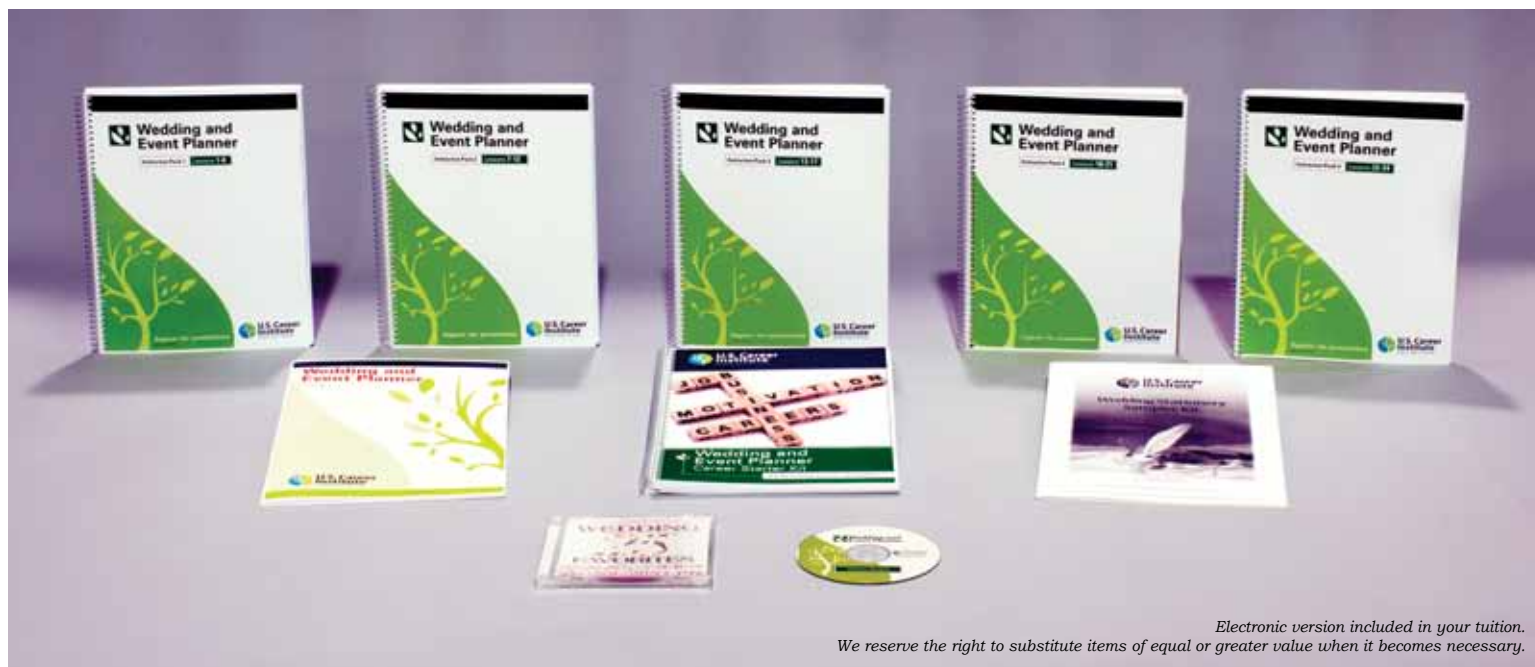
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You'll be specially trained to work with vendors, site managers, photographers, caterers, speakers and entertainers, and other business professionals.

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- ▶ Each Lesson Book and Supplement is written by industry experts, so you get the most current information.
- ▶ Lessons focus on real-world skills that you will use in your career.
- ▶ Step-by-step format makes learning easier and more rewarding.

When you graduate, you'll be ready to enter the exciting world of Wedding & Event Planning—with your up-to-date and in-demand career skills.

There is nothing more rewarding than working in a career where your efforts really help others. And as a trained Wedding & Event Planner, you get all the benefits of helping people and the opportunity to make good money. Plus you will have a secure, moneymaking career in the event planning field. ***Start your training today!***



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